

Advertising Policies

Advertising policies



TikTok Advertising Policies

Actor Policy

About advertising to people under the age of 18

About the TikTok Industry Pilot Program

Protecting minors on TikTok: advertising initiatives

Ad Serving Policy

Ad Format and Functionality

Adult Content

Age Targeting Restrictions

Alcohol

Animals and Environment

Audience Expiration Policy

Dangerous Products or Services

Deceptive Practices

Discrimination, Harassment, and Bullying

Financial Services

Gambling and Games

Healthcare and Pharmaceuticals

Housing, Employment, and Credit ("HEC") Ad Policy

